

Promoting Sun Safety

Because it will not be possible to see the full effect of efforts to restore the Earth's protective ozone layer for at least another 50 years, EPA is also working to protect public health from UV radiation. EPA's SunWise Program promotes sun safety in schools and communities around the country. Sun safety can include a variety of measures, such as wearing sunglasses, hats, and other protective clothing; applying sunscreen; and planning outdoor activities around the UV Index to avoid overexposure to the sun as UV levels get higher.

The UV Index provides a daily forecast of the expected risk of overexposure. The Index predicts UV intensity levels on a scale of 1 to 11+, where 1 indicates a low risk of overexposure and 11+ signifies an extreme risk.





EPA's SunWise Program

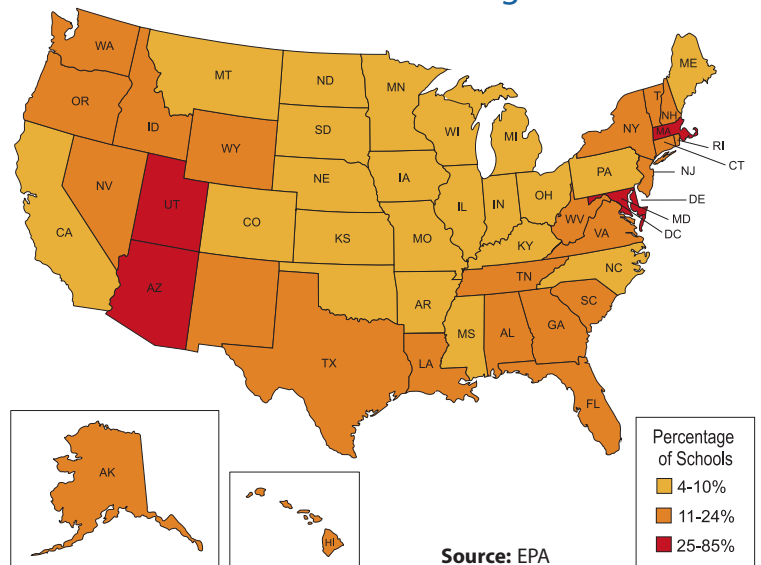
EPA launched the SunWise Program in 2000 to teach the public about the



risks of overexposure to UV radiation. SunWise started out as a school-based program for kindergarten through eighth grade students and has grown to include a number of informal education, sports, community, and nonprofit organizations. By forming partnerships with these groups, SunWise pursues a more comprehensive approach to teaching children and their caregivers about sun safety.

SunWise continues to expand its reach. By the end of 2006, the program had registered more than 13,700 partner schools involving more than 17,000 educators in all 50 states. In addition, 1,500 partner organizations, such as science museums, children's museums, and camps, have partnered with SunWise.

Percentage of K-8 Schools Participating in EPA's SunWise Program



SUNWISE IN ARIZONA

In Arizona, lessons about using sunscreen, covering up, and wearing sunglasses now join reading and writing as part of the standard curriculum. In 2005, Arizona became the first state to mandate the use of SunWise educational materials in every K 8

public and charter school. Arizona children are at a high risk of developing skin cancer because of the amount of time that they spend outdoors all year and the intense level of UV radiation in the state. Teachers are encouraged to spend five to 10 hours on sun safety education each year.

Recognizing Leaders in Sun Safety

The SunWise Recognition Program recognizes elementary and middle school educators and administrators and other organizations showing exemplary and enthusiastic commitment to sun safety education.

The **Shining Star Award** recognizes partner schools and educators that have shown a lasting commitment to sun safety education, either by adapting the program in new and effective ways, discovering unique ways to share the SunWise message more broadly, or implementing the program in multiple classrooms or grade levels.

The **Helios Leadership Award** is given to SunWise partners that meet all of the eligibility criteria for the Shining Star Award and that have shown outstanding leadership in school-based sun safety education by either 1) instituting a policy to address sun safety that can serve as a model for other schools/districts, 2) erecting a shade structure, or 3) addressing the issue of sun safety in a way that distinguishes them from Shining Star Schools.

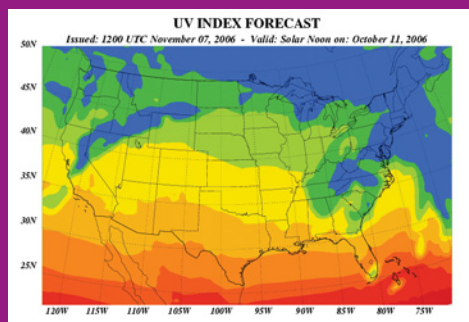
PARTNERING FOR SUN PROTECTION

Together with a pair of experts—the National Weather Service (NWS) and the American Meteorological Society (AMS)—SunWise developed a tool kit to help meteorologists educate children about UV radiation and sun protection.



SunWise and NWS also developed the UV Alert, a real-time tool the public can use to protect themselves from over-exposure to UV radiation. People who subscribe to the UV Alert receive e-mail notification when the level of solar UV radiation is predicted to be unusually high in their area. They can also receive daily notification of the UV Index to help them plan their outdoor activities.

For more information about the UV Alert, visit www.epa.gov/sunwise/uvalert.html



Screenshot of the UV Index Forecast, prepared daily by the National Weather Service.

Shining Star Award Winners

McWane Science Center

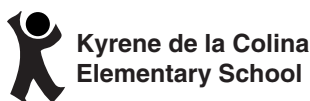
In Birmingham, Alabama, the McWane Science Center is teaching thousands of visitors about sun safety. The hands-on, interactive science center and aquarium is one of the many informal learning centers across the nation that is teaming up with SunWise. Led by the efforts of Jan Mattingly, the center has hosted teacher and museum training workshops and created family event days so the entire community can learn about sun safety.



Helios Leadership Award Winners

Kyrene de la Colina Elementary School

Stephanie Smith and Kyrene de la Colina Elementary School in Phoenix, Arizona, have spread the SunWise message in a number of creative ways. Each year, students conduct the “Hats on Heads” activity—keeping track of how many children are wearing hats outdoors throughout the year. The Arizona Commission on the Arts also awarded the school the state’s first sun safety grant and provided a playwright who helps children write creative plays about sun safety. Ms. Smith and the school also raised funds for the building of two shade structures on the school property.



Sea Gate Elementary School

In their six years of collaboration, Teryl Brzeski and Sea Gate Elementary School in Naples, Florida, have achieved great things in sun safety. Ms. Brzeski has helped convince the School Board in Collier County, where Sea Gate is located, to devote more than \$2 million for shade structures to cover playgrounds at all of its 22 elementary schools—the first project of its kind in the country. She also has worked to provide 1,200 hats and 600 pairs of sunglasses for students.



The SHADE® Foundation of America

The SHADE® Foundation of America has been a SunWise partner since 2003. It has helped spread the message of sun safety to schools across the country and fund shade structures for a number of organizations. With EPA, the foundation also sponsors an annual national poster contest for children in kindergarten through eighth grade. Posters submitted to the contest are original, creative, and suggest ways to prevent skin cancer and raise sun safety awareness. In 2006, the winner got to throw out the first pitch at a Red Sox game at Fenway Park in Boston. More than 40,000 students have participated in the annual contest since its inception in 2003.



Holy Cross Lutheran School

Carlos Olivo and Holy Cross Lutheran School in Dallas, Texas, have developed a SunWise school policy involving the entire school and local health advisors. The policy teaches children to apply sunscreen properly and encourages them to wear hats, sunglasses, and protective clothing. The school has constructed one shade structure and started work to install a second one.



Evansville Cancer Center

Robin Lawrence-Broesch of the Evansville Cancer Center in Indiana has done a remarkable job of spreading the SunWise message to her community. She has conducted more than 50 presentations that have reached more than 10,000 students. She organized a “Pool Patrol” program that distributed free sunscreen and demonstrated the importance of sun safety using the SunWise UV-sensitive Frisbee. She also arranged free skin cancer screenings at the center and was featured in local media for her sun safety work.



Paul Gross, WDIV-TV

Paul Gross of WDIV-TV in Detroit, Michigan, is one of the many meteorologists across the country using the SunWise Program to teach his community about UV radiation and sun safety. On a TV spot featuring the UV Index, Mr. Gross used the SunWise Frisbee and UV meter to demonstrate the effect of UV radiation. He also travels to local schools promoting sun safety and utilizes SunWise activities with students and their teachers.

